

# New Order

<b>Agency:</b> Crossroads Media LLC	<b>Station:</b> WJLA-TV	<b>Flight Start:</b> 08/15/2012
<b>Office:</b> Alexandria	<b>Order Type:</b> Normal	<b>Flight End:</b> 08/21/2012
<b>Client:</b> 12 - CrossroadsGPS	<b>Cancel Date:</b>	<b>Hiatus:</b>
<b>Product:</b> 11 - Crossroads GPS	<b>Billing Cycle:</b> Monthly	
<b>Piggyback Product:</b>	<b>Billing Calendar:</b> Broadcast	
<b>Estimate:</b> 884 - GPS VA TV 8.15-8.21.12	<b>Received in ePort:</b> 8/6/2012 11:59:27 AM	

<b>Primary Demo:</b> A35+	<b>Local/National:</b> Local	<b>Airtime Dollars:</b> \$144,800.00
<b>Demo 2:</b>	<b>Rep Office:</b> WJLA-TV	<b>Interactive Dollars:</b> \$0.00
<b>Demo 3:</b>	<b>AE:</b> Barbara Monares	<b>Non-Airtime Dollars:</b> \$0.00
<b>GRP:</b> 173.70	<b>Phone:</b>	<b>Total Dollars:</b> \$144,800.00
<b>CPP:</b> \$833.62	<b>OrderID:</b> 2238836	<b>Total Spots:</b> 90
<b>GIMP:</b> 0	<b>Status:</b> New	
<b>CPM:</b> \$0.00		

**Comments:** Separation: 30

**MarketShare:**

## Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	8/15	8/16	8/17	8/18	8/19	8/20	8/21	A35+			
													Total Spots	Rtg	CPP	Imp CPM
1	WThFMTu 5A-6A GOOD-WASH 5.00A	RT	\$400.00	C	30	1	1	1	0	0	1	1	5	0.70	\$571.43	0 \$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																
2	WThFMTu 6A-7A GOOD-WASH 600A	EM	\$600.00	C	30	1	1	1	0	0	1	1	5	1.00	\$600.00	0 \$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																
3	WThFMTu 7A-9A GD MRN AMR-ABC	EM	\$1,200.00	C	30	2	2	2	0	0	2	2	10	1.60	\$750.00	0 \$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																
4	WThFMTu 4:30A-5A GOOD-WASH 430A<	RT	\$200.00	C	30	1	1	1	0	0	1	1	5	0.50	\$400.00	0 \$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																
5	Su 8A-9A GD MRN-SUN-ABC	RT	\$550.00	C	30	0	0	0	0	1	0	0	1	0.80	\$687.50	0 \$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																
6	Su 9A-9:30A INSD WASHNGTN	RT	\$750.00	C	30	0	0	0	0	1	0	0	1	0.50	\$1,500.00	0 \$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																
7	WThFMTu 9A-10A REGIS&KELLY	DT	\$750.00	C	30	1	1	1	0	0	1	1	5	1.60	\$468.75	0 \$0.00

# New Order (Page 2)

<b>Agency:</b> Crossroads Media LLC	<b>Station:</b> WJLA-TV	<b>Order ID:</b> 2238836
<b>Client:</b> 12 - CrossroadsGPS	<b>Product:</b> 11 - Crossroads GPS	<b>Estimate:</b> 884 - GPS VA TV 8.15-8.21.12
<b>Flight Start:</b> 08/15/2012	<b>Flight End:</b> 08/21/2012	<b>Received in ePort:</b> 8/6/2012 11:59:27 AM

Line							Daypart							DPT		Total						
No	(Program)	Code	Rate	C/T	Len		8/15	8/16	8/17	8/18	8/19	8/20	8/21			Spots	Rtg	CPP	Imp	CPM		
LPFeb/2012LP adj. LPJul/2011OVP (pav)																						
8	WThFMTu 11A-12P VIEW-ABC	DT	\$1,100.00	C	30		1	1	1	0	0	1	1			5	1.60	\$687.50	0	\$0.00		
LPFeb/2012LP adj. LPJul/2011OVP (pav)																						
9	WThFMTu 12P-12:30P ABC7 NWS AT 12	DT	\$1,100.00	C	30		1	1	1	0	0	1	1			5	1.80	\$611.11	0	\$0.00		
LPFeb/2012LP adj. LPJul/2011OVP (pav)																						
10	WThFMTu 12:30P-1P MILLIONAIRE	DT	\$800.00	C	30		1	1	1	0	0	1	1			5	1.20	\$666.67	0	\$0.00		
LPFeb/2012LP adj. LPJul/2011OVP (pav)																						
11	WThFMTu 4P-5P ANDERSON<	EF	\$1,000.00	C	30		1	1	1	0	0	1	1			5	1.10	\$909.09	0	\$0.00		
LPFeb/2012LP adj. LPJul/2011OVP (pav)																						
12	WThFMTu 5P-6P ABC7 NWS AT 5	EN	\$1,200.00	C	30		1	1	1	0	0	1	1			5	1.90	\$631.58	0	\$0.00		
LPFeb/2012LP adj. LPJul/2011OVP (pav)																						
13	WThFMTu 6P-6:30P ABC7 NWS AT 6	EN	\$1,600.00	C	30		1	1	1	0	0	1	1			5	2.70	\$592.59	0	\$0.00		
LPFeb/2012LP adj. LPJul/2011OVP (pav)																						
14	WThFMTu 6:57P-7P ABC-WORLD NWS	EN	\$5,000.00	C	30		1	1	1	0	0	1	1			5	3.90	\$1,282.05	0	\$0.00		
LPFeb/2012LP adj. LPJul/2011OVP (pav)																						
15	Su 6:30P-7P ABC7 NW AT 630	EN	\$750.00	C	30		0	0	0	0	1	0	0			1	2.00	\$375.00	0	\$0.00		
LPFeb/2012LP adj. LPJul/2011OVP (pav)																						
16	WThFMTu 7P-7:30P WHEEL-FORTNE	PA	\$3,500.00	C	30		1	1	1	0	0	1	1			5	3.50	\$1,000.00	0	\$0.00		
LPFeb/2012LP adj. LPJul/2011OVP (pav)																						
17	WThFMTu 7:30P-8P JEOPARDY	PA	\$4,500.00	C	30		1	1	1	0	0	1	1			5	4.50	\$1,000.00	0	\$0.00		
LPFeb/2012LP adj. LPJul/2011OVP (pav)																						
18	Sa 7P-7:30P wheel wknd	PA	\$1,500.00	C	30		0	0	0	1	0	0	0			1	2.30	\$652.17	0	\$0.00		
LPFeb/2012LP adj. LPJul/2011OVP (pav)																						
19	Sa 7:30P-8P JEOPARDY-WKND	PA	\$1,500.00	C	30		0	0	0	1	0	0	0			1	2.10	\$714.29	0	\$0.00		

# New Order (Page 3)

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**Client:** 12 - CrossroadsGPS **Product:** 11 - Crossroads GPS **Estimate:** 884 - GPS VA TV 8.15-8.21.12  
**Flight Start:** 08/15/2012 **Flight End:** 08/21/2012 **Received in ePort:** 8/6/2012 11:59:27 AM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	8/15	8/16	8/17	8/18	8/19	8/20	8/21	Total										
													Spots	Rtg	CPP	Imp	CPM						
LPFeb/2012LP adj. LPJul/2011OVP (pav)																							
20	WThFMTu 11P-11:35p ABC7 NWS AT 11<	LN	\$2,600.00	C	30	1	1	1	0	0	1	1	5	2.60	\$1,000.00	0	\$0.00						
LPFeb/2012LP adj. LPJul/2011OVP (pav)																							
21	WThFMTu 11:35P-12:05A NIGHTLINE	LF	\$1,200.00	C	30	1	1	1	0	0	1	1	5	1.40	\$857.14	0	\$0.00						
LPFeb/2012LP adj. LPJul/2011OVP (pav)																							
Total Spots:													17	17	17	2	3	17	17	90			
Total GRP:													33.2	33.2	33.2	4.4	3.3	33.2	33.2	173.7			
Cash\$ - Spots: \$144,800.00 - 90																	Total Cost:		Total CPP/CPM:				
																	\$144,800.00		\$833.62				